

Abstract:

All in one sack: a media anthropology of the Roma

This dissertation brings a new view to Czech media sciences on the subject of ethnic minority. The purposes of this work is to demonstrate: how the Roma perceive representations of themselves in printed media, how they are perceived, and how the image of the Roma is constructed in print media. From an anthropologist's standpoint, the topic of this research paper is being analyzed from an emic point of view, meaning from the participant's perspective. The disciplinary framework falls under the umbrella of cultural studies and media anthropology.

The dissertation concerns itself mainly with the self-definition of the Roma: a Rom being someone who defines her/himself as a Rom. The work examines data taken from eleven in-person interviews with Romani participants and ten interviews with persons from the ethnic majority. The main theme of these interviews is the subject's response to nine articles sourced from Czech and Roma newspapers. Additional analysis is focused on a discourse of Roma magazines. The dissertation is crowned by analysis of observation of the life of Roma redaction. The work shows how the Romani people's perceptions of themselves stem from the everyday. The Roma feel that they have a mostly negative public image, especially in the areas of crime, social problems, politics, and housing.

On the other hand, any positive image they have is considered minor and only in the domain of culture and sport. The largest problem for the Roma is their stereotyping of themselves, but at the same time, they also tend to stereotype other Roma (e.g. olach Roma), which is analysed in the chapter entitled "Established and Outsiders". This analysis is inspired by Norbert Elias's classic model.

The dissertation concludes with an analysis of various types of text decoding. The conclusion asserts that analytical reading can reveal stereotyping and that the model of the Established and the Outsiders is linked with the process of articulation. Finally, it states that the Roma and also the majority of respondents utilize a combination of different strategies when reading texts.